

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.09

SEASON 1916

VICTOR JOHANSEN SEED CO.

California Grown
FLOWER SEEDS



ZINNIA GRANDIFLORA PLENISSIMA

Electrotype \$1.50 ea.

Established 1898

Incorporated 1909

326-328-330 SOUTH MAIN STREET

LOS ANGELES

CALIFORNIA
SEEDS THE WORLD

CALIFORNIA
SEEDS THE WORLD



GIANT COMET BRANCHING ASTERS
Natural size 5 inches

Electrotype \$2.00 ea.

SEASON 1916

VICTOR JOHANSEN SEED COMPANY

M. L. GERMAIN
President

O. W. JOHANSEN
Vice-President and General Manager

M. W. JOHANSEN
Secretary

HUGO T. JOHANSEN

VICTOR W. JOHANSEN

THREE FARMS UNDER CULTIVATION

Contract Price List

Foreword



HIS Company enjoys the distinction of being the only seed firm in the United States which makes a general line of flower seeds its exclusive industry.

The business was founded at Arroyo Grande in 1898 by Victor Johansen, who entered the work with a splendid knowledge and experience gained in the culture centers of Europe. From the beginning it has been a unique organization through the active interest of all the members of the family, who have become experts in the work; and since the death of Mr. Johansen the roguing and selecting of stock seed have been done under the personal supervision of Mrs. Johansen and her three sons.

"QUALITY"

is our motto, and no expense nor care is considered too great to produce seeds of the strongest germination, true in every respect, and that will give satisfaction to the most critical trade.

This catalog is presented covering our exclusive lines, and is illustrated from photographs, many of them taken in the field, to show the high standard of the stock. We will furnish electrotypes of the engravings shown at prices as given under each.

Office: 326-328-330 South Main Street
Los Angeles, California



Electrotype \$1.25 ea.
FIELD OF ALYSSUM, VICTOR JOHANSEN SEED CO. FARM



CARNATION, MARGUERITA GIANT MALMAISON
2½ inches in diameter, some even larger

Electrotype \$1.50 ea.



CENTAURIA IMPERIALIS

Electrotype \$1.25 ea

ANTIRRHINUM
(Snapdragon)

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Grandiflora. Tall mixed.....	3.00	1.00	.30
Tom Thumb. Choice mixture.....	4.00	1.60	.40

ALYSSUM

	Lb.	$\frac{1}{4}$ Lb.	Oz.
A very fragrant, hardy annual, useful for borders or early bedding flowers.			
Sweet White. One foot high.....	\$1.00	\$0.40	\$0.10
Little Gem. Four inches high.....	1.25	.50	.10
Little Dorrit. Very compact, about 3 inches high.....	1.25	.50	.10
Compactum Lilacinum. Lilac Queen.....	4.00	1.60	.40

ASTERS

We are making a specialty of the following three varieties, constantly improving the strain in regard to size and doubleness.

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Samples Branching. Pure white.....	\$3.50	\$1.40	\$0.35
Samples Branching. Flesh pink, Mary Samples.....	3.50	1.40	.35
Samples Branching. Rose.....	3.50	1.40	.35
Samples Branching. Crimson.....	3.50	1.40	.35
Samples Branching. Lavender.....	3.50	1.40	.35
Samples Branching. Purple.....	3.50	1.40	.35
Samples Branching. Choice mixture.....	3.00	1.30	.30
Comet Giant Branching. Pure white.....	5.00	2.00	.50
Comet Giant Branching. Rose.....	5.00	2.00	.50
Comet Giant Branching. Flesh pink.....	5.00	2.00	.50
Comet Giant Branching. Lavender.....	5.00	2.00	.50
Comet Giant Branching. Purple.....	5.00	2.00	.50
Comet Giant Branching. Choice mixture.....	4.50	1.50	.45
Queen of the Market. White, early flowering.....	3.50	1.40	.35
Queen of the Market. Flesh.....	3.50	1.40	.35
Queen of the Market. Pink.....	3.50	1.40	.35
Queen of the Market. Lavender.....	3.50	1.40	.35
Queen of the Market. Dark Purple.....	3.50	1.40	.35
Queen of the Market. Mixed.....	3.00	1.30	.30

CANDYTUFT
(Iberis)

	Lb.	¼ Lb.	Oz.
Giant Hyacinth or Improved Empress.....	\$1.10	\$0.40	\$0.10
White Rocket. Candytuft Coronaria.....	1.00	.40	.10
Flesh Color. Umbellata Carnea.....	1.00	.40	.10
Creamy White. Umbellata Albida.....	1.50	.50	.15
Carmine. Umbellata Carminea.....	1.00	.40	.10
Crimson. Umbellata Purpurea.....	1.00	.40	.10
Lilac. Umbellata Lilacina.....	1.00	.40	.10
Mixed. Umbellata.....	.75	.30	.10
Pure White. Dwarf Empress.....	2.50	.50	.15

CARNATION

Carnations are one of the Johansen Seed Co.'s specialties. Infinite care is given to the culture and selection, and the strongly established colors have been remarked by many buyers of our seeds.

	Lb.	¼ Lb.	Oz.
Chabaud's Everblooming. Earliest French type, of perpetual flowering in four to five months after seed is sown. Very double flowers. Superb mixture.....	\$10.00	\$4.00	\$1.00

Marguerita. These are very early, of delicious fragrance and bloom most abundantly. We are increasing the size each year and our strain is now considerably larger than any other of the same variety we have seen.

	Lb.	¼ Lb.	Oz.
Marguerita Perfection. Scarlet, very choice.....	\$8.00	\$3.20	\$0.80
Marguerita Perfection. White, choice large flowers.....	8.00	3.20	.80
Marguerita Perfection. Yellow, choice large flowers.....	8.00	3.20	.80
Marguerita Malmaison. Very choice mixture, high doubleness.....	7.00	2.80	.70
Marguerita. Ordinary mixture.....	5.00	2.00	.50



COSMOS, EARLY FLOWERING DAWN

Electrotype \$1.50 ea.



DIANTHUS HEDDEWIGII
Natural size 2½ inches

Electrotype \$1.75 ea.

CENTAUREA IMPERIALIS
(Royal Sweet Sultan)

These flowers are particularly large and especially fine for cut flowers.

	Lb.	¼ Lb.	Oz.
Alba. White.....	\$3.00	\$1.20	\$0.30
Rose and White.....	3.00	1.20	.30
Purpurea.....	3.00	1.20	.30
Lilacina.....	3.00	1.20	.30
Rosea.....	3.00	1.20	.30
Suaveolens. Yellow Sweet Sultan.....	2.75	1.00	.25
Marguerita. Pure white.....	3.00	1.20	.30
Chameleon Odorate. Light yellow, shaded delicate rose.....	4.00	1.60	.40
All varieties mixed.....	3.00	1.20	.30
Choice mixture, grown as mixture.....	2.50	1.00	.25

CELOSIA

	Lb.	¼ Lb.	Oz.
Cristata. Coxcomb, dwarf crimson.....	\$4.00	\$1.60	\$0.40
Cristata Nana. Empress, extra choice dwarf.....	10.00	4.00	1.00
Aurea. Dwarf golden yellow.....	8.00	3.20	.80
Plumosa Thompsoni Magnifica. Crimson.....	3.00	1.20	.30
Plumosa Thompsoni Magnifica. Yellow.....	3.00	1.20	.30
Plumosa Thompsoni Magnifica. Mixed.....	2.75	1.20	.30

COREOPSIS

	Lb.	¼ Lb.	Oz.
Lanceolata. Golden yellow.....	\$2.50	\$1.00	\$0.25
Grandiflora. Large flowering, golden yellow.....	2.00	.80	.20

COSMOS

	Lb.	¼ Lb.	Oz.
Mammoth. White.....	\$0.70	\$0.30	\$0.10
Mammoth. Crimson.....	.70	.30	.10
Mammoth. Pink.....	.70	.30	.10
Mammoth. Choice mixture.....	.65	.20	.10

The Lady Lenox is especially commended, bearing large blossoms on long stems. They are most desirable as cut flowers and are very effective for decorative purposes.

Lady Lenox. Large flowers, shell pink.....	1.00	.40	.10
Lady Lenox. Large flowers, pure white.....	1.50	.60	.15
Early Flowering Dawn. White.....	1.50	.60	.15
Early Flowering Dawn. Pink.....	1.50	.60	.15
Early Flowering Dawn. Crimson.....	1.50	.60	.15
Early Flowering Dawn. Choice mixed.....	1.25	.60	.15


KOCHIA TRICHOPHYLLA

Electrottype \$1.50 ea.

326-328-330 SOUTH MAIN STREET, LOS ANGELES, CALIFORNIA

Delivery. F. O. B. California.
Terms. Sixty days net, two per cent cash.

ALYSSUM		CARNATION	
Sweet White. One foot high.	-----	Marguerita Perfection. Scarlet.	-----
Little Gem. Four inches high.	-----	Marguerita Perfection. White.	-----
Little Dorrit. About 3 ins. high.	-----	Marguerita Perfection. Yellow.	-----
Compactum Lilacinum. Lilac Queen.	-----	Marguerita Malmaison. Ch. mix.	-----
ASTERS		Marguerita. Ordinary mixture.	-----
Semples Branching. Pure white.	-----	CELOSIA	-----
Semples Branching. Flesh pink.	-----	Cristata. Coxcomb, dwarf crimson	-----
Semples Branching. Rose.	-----	Cristata Nana. Empress, ex. ch. dw.	-----
Semples Branching. Crimson.	-----	Aurea. Dwarf golden yellow.	-----
Semples Branching. Lavender.	-----	Plumosa Thompsoni Magnifica. Crimson.	-----
Semples Branching. Purple.	-----	Plumosa Thompsoni Magnifica. Yellow.	-----
Semples Branching. Choice mix.	-----	Plumosa Thompsoni Magnifica. Mixed.	-----
Comet Giant Branching. Pure white.	-----	COSMOS	-----
Comet Giant Branching. Rose.	-----	Mammoth. White.	-----
Comet Giant Branching. Flesh pink.	-----	Mammoth. Crimson.	-----
Comet Giant Branching. Lavender.	-----	Mammoth. Pink.	-----
Comet Giant Branching. Purple.	-----	Mammoth. Choice mixture.	-----
Comet Giant Branching. Ch. mix.	-----	Lady Lenox. Large flowers, shell pink.	-----
Queen of the Market. White, early.	-----	Lady Lenox. Large flowers, pure white.	-----
Queen of the Market. Flesh.	-----	Early Flowering Dawn. White.	-----
Queen of the Market. Pink.	-----	Early Flowering Dawn. Pink.	-----
Queen of the Market. Lavender.	-----	Early Flowering Dawn. Crimson.	-----
Queen of the Market. Dark purple.	-----	Early Flowering Dawn. Ch. mixed	-----
Queen of the Market. Mixed.	-----	DAHLIA	-----
CANDYTUFT (Iberis)		Large Double. Mixed.	-----
Giant Hyacinth or Imp. Empress	-----	Single Giant Perfection. Ch. mix	-----
White Rocket. Candytuft	-----	DAISY	-----
Carnea.	-----	Burbank's Shasta Alaska. Very larg	-----
Creamy White. Umbellata Albida.	-----	DELPHINIUM	-----
Carmine. Umbellata Carminea.	-----	Formosum. Dark blue.	-----
Crimson. Umbellata Purpurea.	-----	Belladonna. Hybrids.	-----
Lilac. Umbellata Lilacina.	-----	Sinensis. Blue Butterfly.	-----
Mixed. Umbellata.	-----	DIANTHUS OR PINKS	-----
Pure White. Dwarf Empress.	-----	Heddewigii. Finest single mixed.	-----
CENTAUREA IMPERIALIS (Royal Sweet Sultan)		Crimson Belle. Rich crimson.	-----
Alba. White.	-----	Eastern Queen. Beautiful, marbled	-----
Rose and White.	-----	The Bride. White, purple center.	-----
Purpurea.	-----	Japan. Choice mixed, double.	-----
Lilacina.	-----	ESCHSCHOLTZIA	-----
Rosea.	-----	California. Pure white.	-----
Suaveolens. Yellow Sweet Sultan.	-----	California. Golden West, gold. yel.	-----
Marguerita. Pure white.	-----	California. Yellow.	-----
Chameleon Odorate. Light yellow, shaded delicate rose.	-----	California. Rose cardinal.	-----
All varieties mixed.	-----	California. Crimson King.	-----
Choice mixture, grown as mixture.	-----	California. Maroon. Fine novelty.	-----
COREOPSIS		HOLLYHOCK	-----
Lanceolata. Golden yellow.	-----	Double. White.	-----
Grandiflora. Golden yellow.	-----	Double. Crimson.	-----
		Double. Rose.	-----
		Double. Scarlet.	-----
		Double. Sulphur yellow.	-----
		Double. Choice mixed.	-----

HOLLYHOCK.—Continued**Mammoth Allegheny.** Best mixed.**Annual.** Single mixed.**HELICHRYSUM****Monstrosum.** Fl. pl., double mix.**KOCHIA TRICHOPHYLLA****MARIGOLD****African.** Tall, lemon color.**African.** Tall, orange.**African.** Tall, mixed.**French.** Dwarf, mixed.**MARVEL OF PERU**

(Four o'clock)

Fine Mixed.**MIGNONETTE****Machet.** Improved large.**Machet.** Golden.**Machet.** White Pearl.**Allens Defiance.** Very large.**Goliath.** Large spikes red.**Victoria Crimson.** Deep red.**Rubin.** Dwarf, copper scarlet.**All varieties mixed.****Sweet Scented.** (Reseda Odorata).**NASTURTIUMS****Tall Chameleon.****Tall Prince Henry.** Lemon yellow, carmine blotches.**Tall Vesuvius.** Salmony rose.**Tall Habbianum, Queen.** White veined foliage.**Tall Habbianum, Lucifer.** Dark scarlet.**Tall Habbianum, Spitfire.** Fiery scarlet.**Tall.** Very choice mixture.**Dwarf Chameleon.****Dwarf Prince Henry.** Straw yellow spotted with rose.**Dwarf Ruby King.** Ruby red.**Dwarf Queen of Tom Thumbs.** Brilliant crimson leaves, white veined or variegated.**Dwarf Golden Midnight.** Dark maroon almost black, light yellowish green leaves.**Dwarf King Theodore.** Blackish red.**Dwarf Vesuvius.** Salmony rose.**Dwarf.** Very choice mixed.**PETUNIA HYBRIDA****Hybrida.** Finest mixture.**Inimitable.** Blotched and striped.**Howard's Star.** Fine**Giants of California.** Choice mix.**Grandiflora Fimbriate.** Single fringed mixture.**PHLOX DRUMMONDI****Grandiflora.** Alba White**Grandiflora.** Pink.**Grandiflora.** Scarlet with white eye.**Grandiflora.** Black.**Grandiflora.** Buff-yellow.**Grandiflora.** White, purple eye.**Grandiflora.** Choice mixture.**Dwarf Nana Compacta.** Mixed.**Dwarf Nana Compacta.** Snowball.**Dwarf Nana Compacta.** Fireball.**Drummondi Grandiflora.** A ch. mix**POPPY****Admiral.** Red and white.**Carnation-Flowered.** "American Flag."**Carnation-Flowered.** Dbl. fringed mixture.**Carnation-Flowered.** White Swan**Carnation-Flowered.** Crimson**Carnation-Flowered.** Scarlet.**Carnation-Flowered.** Pink.**Improved Shirley.** Very fine.**Miss Sherwood.** Single white, rosy edged.**POPPY**—Continued**Danebrog.** Brilliant scarlet, white center.**Tulip Glaucum.** Intense scarlet.**SCABIOSA****Also called Pin Cushion flower Grandiflora.** Azure fairy, lt. blue**Grandiflora.** Pure white.**Grandiflora.** Sulphur yellow.**Grandiflora.** Flesh.**Grandiflora.** Royal purple.**Grandiflora.** Lavender.**Grandiflora.** Choice mixed.**Dwarf.** Choice mixed.**SALPIGLOSSIS****Emperor.** Finest mixed.**Variabilis.** Finest mixed.**STOCKS****Choice Mixed.** Ten weeks German.**Princess Alice.** Pure white.**Deep Red.** Beautiful large flower**Beauty of Nice.** Winter flower, flesh**Queen Alexandra.** Rosy-lilac.**SUNFLOWER****California.** Chrysanthemum flowered, yellow.**Red.** (New) Single, red merging to yellow at tips.**VERBENA, HYBRIDA****Auriculaeiflora.** Gigantea, mixture**Firefly.** Auriculiflora coccinea.**Defiance.** Brilliant scarlet, very true**Italian Striped.** Very fine strain.**Rose and Pink Shades.****Purple and Blue Shades.****Lutea.** Yellow, very fine.**White.** Extra choice.**Named varieties mix., ex. ch. blend****Splendid mixture, grown as mix.** selected strains.**ZINNIA—MAMMOTH****Tall Robusta.** Grandiflora

Plenissima.

White.**Flesh.****Yellow.****Scarlet.****Crimson.****Special selected, Mammoth mixed****All varieties mixed.****Choice mixture, grown as mixture.****Elegans.** Large flowering, double.**White.****Scarlet.****Buff-yellow.****Crimson.****Striped.****Curled and Crested.** Very ch. mix.**Dwarf.** Very choice, fine mixture.**Gracillima Coccinea.** Red Riding Hood, miniature, bright scarlet.**SWEET PEAS**

(Grandiflora Type)

Dorothy Eckford. Large white blossoms.**Hon. Mrs. E. Kenyon.** Cream or light yellow.**Prima Donna.** Soft pink.**Blanche Ferry.** Pink and white.**King Edward VII.** Especially fine, scarlet.**Lady Grisol Hamilton.** Lavender.**Navy Blue.** Deep blue.**Othello.** Beautiful maroon.**Choice Mixture.****Unwin Type****E. J. Castle.** Rich carmine.**Spencer Type****Choice Mixture.**

CONTRACT ORDER OF FLOWER SEEDS

VICTOR JOHANSEN SEED COMPANY

326-328-330 SOUTH MAIN STREET, LOS ANGELES, CALIFORNIA

At prices affixed book the order hereinbelow for varieties and quantities as noted, subject to the following terms and conditions:

Non-Warranty: That while the greatest care is to be exercised in producing and keeping stock pure, no warranty is given, expressed or implied.

Crop Shortage. Pro rata delivery in the event of a short crop.

Stock Seed. To be furnished by Grower.

Bags. Extra at Market price.

Shipment. As soon after harvest 1916 as practicable.

Delivery. F. O. B. California.

Terms. Sixty days net, two per cent cash.

Date

ALYSSUM		CARNATION	
..... Sweet White. One foot high. Marguerita Perfection. Scarlet.	
..... Little Gem. Four inches high. Marguerita Perfection. White.	
..... Little Dorrit. About 3 ins. high. Marguerita Perfection. Yellow.	
..... Compactum Lilacinum. Lilac Queen. Marguerita Malmaison. Ch. mix.	
ASTERS	 Marguerita. Ordinary mixture.	
..... Samples Branching. Pure white. Cristata. Coxcomb, dwarf crimson	
..... Samples Branching. Flesh pink. Cristata Nana. Empress, ex. ch. dw.	
..... Samples Branching. Rose. Aurea. Dwarf golden yellow.	
..... Samples Branching. Crimson. Plumosa Thompsoni Magnifica. Crimson.	
..... Samples Branching. Lavender. Plumosa Thompsoni Magnifica. Yellow.	
..... Samples Branching. Purple. Plumosa Thompsoni Magnifica. Mixed.	
..... Samples Branching. Choice mix. COSMOS	
..... Comet Giant Branching. Pure white. Mammoth. White.	
..... Comet Giant Branching. Rose. Mammoth. Crimson.	
..... Comet Giant Branching. Flesh pink. Mammoth. Pink.	
..... Comet Giant Branching. Lavender. Mammoth. Choice mixture.	
..... Comet Giant Branching. Purple. Lady Lenox. Large flowers, shell pink.	
..... Comet Giant Branching. Ch. mix. Lady Lenox. Large flowers, pure white.	
..... Queen of the Market. White, early. Early Flowering Dawn. White.	
..... Queen of the Market. Flesh. Early Flowering Dawn. Pink.	
..... Queen of the Market. Pink. Early Flowering Dawn. Crimson.	
..... Queen of the Market. Lavender. Early Flowering Dawn. Ch. mixed.	
..... Queen of the Market. Dark purple. DAHLIA	
..... Queen of the Market. Mixed. Large Double. Mixed.	
CANDYTUFT	 Single Giant Perfection. Ch. mix.	
..... (iberis)	 DAISY	
..... Giant Hyacinth or Imp. Empress	 Burbank's Shasta Alaska. Very large.	
..... White Rocket. Candytuft Carnea. DELPHINIUM	
..... Creamy White. Umbellata Albida. Formosum. Dark blue.	
..... Carmine. Umbellata Carminea. Belladonna. Hybrids.	
..... Crimson. Umbellata Purpurea. Sinensis. Blue Butterfly.	
..... Lilac. Umbellata Lilacina. DIANTHUS OR PINKS	
..... Mixed. Umbellata. Heddewigii. Finest single mixed.	
..... Pure White. Dwarf Empress. Crimson Belle. Rich crimson.	
CENTAUREA IMPERIALIS	 Eastern Queen. Beautiful. marbled.	
..... (Royal Sweet Sultan)	 The Bride. White, purple center.	
..... Alba. White. Japan. Choice mixed, double.	
..... Rose and White. ESCHSCHOLTZIA	
..... Purpurea. California. Pure white.	
..... Lilacina. California. Golden West, gold. yel.	
..... Rosea. California. Yellow.	
..... Suaveolens. Yellow Sweet Sultan. California. Rose cardinal.	
..... Marguerita. Pure white. California. Crimson King.	
..... Chameleon Odorate. Light yellow, shaded delicate rose. California. Maroon. Fine novelty.	
..... All varieties mixed. HOLLYHOCK	
..... Choice mixture, grown as mixture. Double. White.	
COREOPSIS	 Double. Crimson.	
..... Lanceolata. Golden yellow. Double. Rose.	
..... Grandiflora. Golden yellow. Double. Scarlet.	
	 Double. Sulphur yellow.	
	 Double. Choice mixed.	

HOLLYHOCK.—Continued

Mammoth Allegheny. Best mixed.

Annual. Single mixed.

HELICHRYSUM

Monstrosum. Fl. pl., double mix.

KOCHIA TRICHOPHYLLA**MARIGOLD**

African. Tall, lemon color.

African. Tall, orange.

African. Tall, mixed.

French. Dwarf, mixed.

MARVEL OF PERU
(Four o'clock)

Fine Mixed.

MIGNONETTE

Machet. Improved large.

Machet. Golden.

Machet. White Pearl.

Allens Defiance. Very large.

Goliath. Large spikes red.

Victoria Crimson. Deep red.

Rubin. Dwarf, copper scarlet.

All varieties mixed.

Sweet Scented. (Reseda Odorata).

NASTURTIUMS

Tall Chameleon.

Tall Prince Henry. Lemon yellow,
carmine blotches.

Tall Vesuvius. Salmony rose.

Tall Habbianum, Queen. White
veined foliage.Tall Habbianum, Lucifer. Dark
scarlet.Tall Habbianum, Spitfire. Fiery
scarlet.

Tall. Very choice mixture.

Dwarf Chameleon.

Dwarf Prince Henry. Straw yellow,
spotted with rose.

Dwarf Ruby King. Ruby red.

Dwarf Queen of Tom Thumbs.
Brilliant crimson leaves, white
veined or variegated.Dwarf Golden Midnight. Dark
maroon almost black, light yel-
lowish green leaves.

Dwarf King Theodore. Blackish red.

Dwarf Vesuvius. Salmony rose.

Dwarf. Very choice mixed.

PETUNIA HYBRIDA

Hybrida. Finest mixture.

Inimitable. Blotched and striped.

Howard's Star. Fine

Giants of California. Choice mix.

Grandiflora Fimbriate. Single
fringed mixture.**PHLOX DRUMMONDI**

Grandiflora. Alba White

Grandiflora. Pink.

Grandiflora. Scarlet with white eye

Grandiflora. Black.

Grandiflora. Buff-yellow.

Grandiflora. White, purple eye.

Grandiflora. Choice mixture.

Dwarf Nana Compacta. Mixed.

Dwarf Nana Compacta. Snowball.

Dwarf Nana Compacta. Fireball.

Drummondii Grandiflora. A ch. mix.

POPPY

Admiral. Red and white.

Carnation-Flowered. "American
Flag."Carnation-Flowered. Dbl. fringed
mixture.

Carnation-Flowered. White Swan

Carnation-Flowered. Crimson

Carnation-Flowered. Scarlet.

Carnation-Flowered. Pink.

Improved Shirley. Very fine.

Miss Sherwood. Single white, rosy-
edged.**POPPY**—ContinuedDanebrog. Brilliant scarlet, white
center.

Tulip Glaucum. Intense scarlet.

SCABIOSA

Also called Pin Cushion flower

Grandiflora. Azure fairy, lt. blue

Grandiflora. Pure white.

Grandiflora. Sulphur yellow.

Grandiflora. Flesh.

Grandiflora. Royal purple.

Grandiflora. Lavender.

Grandiflora. Choice mixed.

Dwarf. Choice mixed.

SALPIGLOSSIS

Emperor. Finest mixed.

Variabilis. Finest mixed.

STOCKS

Choice Mixed. Ten weeks German.

Princess Alice. Pure white.

Deep Red. Beautiful large flower

Beauty of Nice. Winter flower, flesh

Queen Alexandra. Rosy-lilac.

SUNFLOWERCalifornia. Chrysanthemum flow-
ered, yellow.Red. (New) Single, red merging to
yellow at tips.**VERBENA, HYBRIDA**

Auriculæflora. Gigantea, mixture

Firefly. Auriculiflora coccinea.

Defiance. Brilliant scarlet, very true

Italian Striped. Very fine strain.

Rose and Pink Shades.

Purple and Blue Shades.

Lutea. Yellow, very fine.

White. Extra choice.

Named varieties mix., ex. ch. blend

Splendid mixture, grown as mix.
selected strains.**ZINNIA—MAMMOTH**

Tall Robusta. Grandiflora

Plenissima.

White.

Flesh.

Yellow.

Scarlet.

Crimson.

Special selected, Mammoth mixed

All varieties mixed.

Choice mixture, grown as mixture.

Elegans. Large flowering, double.

White.

Scarlet.

Buff-yellow.

Crimson.

Striped.

Curled and Crested. Very ch. mix.

Dwarf. Very choice, fine mixture.

Gracillima Coccinea. Red Riding
Hood, miniature, bright scarlet.**SWEET PEAS**

(Grandiflora Type)

Dorothy Eckford. Large white
blossoms.Hon. Mrs. E. Kenyon. Cream or
light yellow.

Prima Donna. Soft pink.

Blanche Ferry. Pink and white.

King Edward VII. Especially fine,
scarlet.

Lady Grisol Hamilton. Lavender.

Navy Blue. Deep blue.

Othello. Beautiful maroon.

Choice Mixture.

Unwin Type

E. J. Castle. Rich carmine.

Spencer Type

Choice Mixture.



MARIGOLD, AFRICAN TALL DOUBLE

Electrotype \$1.50 ea.

DAHLIA

	Lb.	¼ Lb.	Oz.
Large Double. Mixed	\$5.00	\$2.00	\$0.50
Single Giant Perfection. Choice mixed	4.00	1.20	.40

DAISY

	Lb.	¼ Lb.	Oz.
Burbank's Shasta Alaska. Very large, flowers reaching easily 5 inches in diameter	\$12.00	\$4.80	\$1.20

DELPHINIUM

	Lb.	¼ Lb.	Oz.
Formosum. Dark blue	\$5.00	\$2.00	\$0.50
Belladonna. Hybrids	10.00	4.00	1.00
Sinensis. Blue Butterfly	3.00	1.20	.30

DIANTHUS OR PINKS

Characteristic for the most brilliant colors and that they bloom in profusion all summer. The height being only 1 foot, they are excellent for borders.

	Lb.	¼ Lb.	Oz.
Heddewigii. Finest single mixed	\$2.00	\$0.80	\$0.20
Crimson Belle. Finely fringed, rich crimson	2.25	1.00	.25
Eastern Queen. Beautifully marbled	2.25	1.00	.25
The Bride. White, purple center	2.25	1.00	.25
Japan. Choice mixed, double	2.50	1.00	.25

ESCHSCHOLTZIA

A truly Californian production and a hardy annual, producing beautiful bedding effects with their generous bloom. These strains are large flowering, true to color and vigorous.

	Lb.	¼ Lb.	Oz.
California. Pure white	\$0.85	\$0.40	\$0.10
California. Golden West, large golden yellow flowers	.85	.40	.10
California. Yellow	.85	.40	.10
California. Rose cardinal	1.00	.40	.10
California. Crimson King	2.00	.80	.20
California. Beautiful maroon colored, fine novelty	2.00	.80	.20


PHILOX DRUMMONDI GRANDIFLORA

Electrotype \$1.75 ea.

HOLLYHOCK

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Double. White.....	\$8.00	\$3.20	\$0.80
Double. Crimson.....	8.00	3.20	.80
Double. Rose.....	8.00	3.20	.80
Double. Scarlet.....	8.00	3.20	.80
Double. Sulphur yellow.....	8.00	3.20	.80
Double. Choice mixed.....	7.00	2.80	.70
Mammoth Allegheny. Semi-double, fringed, best mixed.....	5.00	2.00	.50
Annual. Single mixed.....	3.00	1.20	.30

HELICHRYSUM

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Monstrosum. Fl. pl., double mixed.....	\$2.25	\$0.85	\$0.25

KOCHIA TRICHOPHYLLA

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Otherwise known as Summer Cypress or Ball of Fire. It is pyramidal in habit and grows to 2 feet in height.....	\$0.50	\$0.20	\$0.05

LARKSPUR

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Tall. Branching mixture.....	\$1.75	\$0.80	\$0.20

MARVEL OF PERU
 (Four o'clock)

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Fine mixed.....	\$0.50	\$0.20	\$0.05

MIGNONETTE

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Machet. Improved large flowering.....	\$2.00	\$0.80	\$0.20
Machet. Golden.....	2.00	.80	.20
Machet. White Pearl, very fine.....	4.00	1.60	.40
Allens Defiance. Very large, long spikes.....	2.00	.80	.20
Goliath. Large spikes of beautiful red.....	5.00	2.00	.50
Victoria Crimson. Very true, color deep red.....	2.00	.80	.20
Rubin. Dwarf and compact, bright copper scarlet.....	5.00	2.00	.50
All varieties mixed.....	1.00	.40	.10
Sweet Scented. (Reseda Odorata).....	.60	.20	.10

MARIGOLD

	Lb.	¼ Lb.	Oz.
African. Tall, double, lemon color	\$1.70	\$0.45	\$0.20
African. Tall, double, orange	1.70	.45	.20
African. Tall, double, mixed	1.50	.35	.15
French. Dwarf, double, selected mixed	1.50	.35	.15

NASTURTIUMS

	Lb.	¼ Lb.	Oz.
Tall Chameleon	\$0.30		
Tall Prince Henry. Lemon yellow, carmine blotches	.30		
Tall Vesuvius. Salmony rose, dark leaved	.30		
Tall Lobbianum, Queen. White veined foliage	.30		
Tall Lobbianum, Lucifer. Dark scarlet, dark leaved	.30		
Tall Lobbianum, Spitfire. Fiery scarlet	.30		
Tall. Very choice mixture	.28		
Dwarf Chameleon	.33		
Dwarf Prince Henry. Straw yellow spotted with rose	.33		
Dwarf Ruby King. Ruby red, dark leaved	.33		
Dwarf Queen of Tom Thumbs. Brilliant crimson leaves, white veined or variegated, magnificent, extra fine	1.50		
Dwarf Golden Midnight. Dark maroon almost black, light yellowish green leaves. Flowers and leaves form a most beautiful contrast	1.50		
Dwarf King Theodore. Blackish red, dark leaved	.33		
Dwarf Vesuvius. Salmony rose, dark leaved	.33		
Dwarf. Very choice mixed	.30		

PETUNIA HYBRIDA

	Lb.	¼ Lb.	Oz.
Hybrida. Finest mixture	\$4.50	\$1.80	\$0.45
Inimitable. Blotched and striped	4.50	1.80	.45
Howard's Star. Fine	18.00	7.20	1.80
Giants of California. Choice mixture			20.00
Grandiflora Fimbriate. Single fringed varieties in splendid mixture			18.00



CARNATION FLOWERED POPPY, DOUBLE FRINGED

These flowers are 4 to 5 inches in diameter

Electrotype \$1.50 ea

PHLOX DRUMMONDI

A hardy annual, bearing beautiful brilliantly colored flowers, in bloom all spring and summer. Our strain of this popular old annual has been enthusiastically admired by Eastern visitors in the trade.

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Grandiflora. Alba White.....	\$7.00	\$2.80	\$0.70
Grandiflora. Pink.....	7.00	2.80	.70
Grandiflora. Scarlet with White Eye.....	7.00	2.80	.70
Grandiflora. Black.....	7.00	2.80	.70
Grandiflora. Buff-yellow.....	7.00	2.80	.70
Grandiflora. White, purple eye.....	7.00	2.80	.70
Grandiflora. Choice mixture.....	6.00	2.40	.60
Dwarf Nana Compacta. Mixed.....	10.00	4.00	1.00
Dwarf Nana Compacta. Snowball.....	10.00	4.00	1.00
Dwarf Nana Compacta. Fireball.....	10.00	4.00	1.00

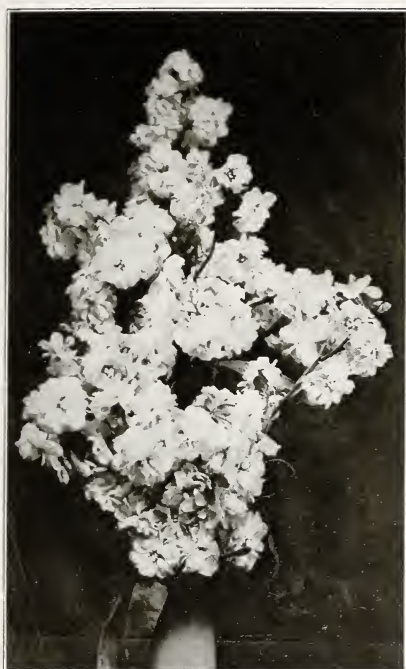
POPPY

Our carnation-flowered poppy is a specialty to which we give great attention. The flowers are immense, double fringed and very true to strain.

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Admiral. Peony-flowered, red and white.....	\$0.75	\$0.25	\$0.10
Carnation-Flowered. "American Flag," beautifully fringed.....	.75	.25	.10
Carnation-Flowered. Double fringed mixture.....	.65	.25	.10
Carnation-Flowered. "White Swan".....	.75	.25	.10
Carnation-Flowered. Crimson.....	.75	.25	.10
Carnation-Flowered. Scarlet.....	.75	.25	.10
Carnation-Flowered. Pink.....	.75	.25	.10
Improved Shirley. Very fine, large flowering, delicate shades.....	1.50	.35	.10
Miss Sherwood. Single white, rosy-edged, large, beautiful flowers.....	.75	.25	.10
Danebrog. Brilliant scarlet with white center.....	.75	.25	.10
Tulip Glaucum. Intense scarlet.....	1.50	.35	.15


SALPIGLOSSIS

Electrotype \$1.50 ea.



One Spray of our Ten Weeks Stocks
(Note the Doubleness)



White Simple's Branching Asters at our Farm
Electrotypes \$1.00 ea.

SCABIOSA

Also called Pin Cushion flower

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Grandiflora. Azure fairy, light blue.....	\$3.00	\$1.20	\$0.30
Grandiflora. Pure white.....	3.00	1.20	.30
Grandiflora. Sulphur yellow.....	3.00	1.20	.30
Grandiflora. Flesh.....	3.00	1.20	.30
Grandiflora. Royal purple.....	3.00	1.20	.30
Grandiflora. Lavender.....	3.00	1.20	.30
Grandiflora. Choice mixed.....	2.50	1.00	.25
Dwarf. Choice mixed.....	1.75	.70	.20

SALPIGLOSSIS

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Emperor. Finest mixed.....	\$8.00	\$3.20	\$0.80
Variabilis. Finest mixed.....	6.00	2.40	.60

STOCKS

Stocks have for years been one of the favorites of the Johansen Company, and the resulting care is plainly shown in the splendid strains offered. Although strictly field grown and hardy, they have never been excelled, even when grown under glass.

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Choice Mixed. Ten weeks German.....	\$4.00	\$1.60	\$0.40
Princess Alice. Pure white, very high doubleness.....	6.00	2.40	.60
Deep Red. Beautiful large flowering.....	6.00	2.40	.60
Beauty of Nice. Winter flowering, selected delicate flesh color, very high doubleness.....	12.00	4.80	1.20
Queen Alexandra. Rosy-lilac, large flowers, very double.....	12.00	4.80	1.20

SUNFLOWER

	Lb.	$\frac{1}{4}$ Lb.	Oz.
California. Chrysanthemum flowered, yellow.....	\$1.00	\$0.40	\$0.10
Red. (New) Single, large, red flowers merging to yellow at tips of petals, height about 6 feet.....	3.75	1.20	.40

VERBENA, MAMMOTH HYBRIDA

We are continually improving our strains of Verbenas, and have reached a point of perfection where we can guarantee them to be true to name. They are a hardy, vigorous stock and a credit to California.

	Lb.	¼ Lb.	Oz.
Auriculæflora. Gigantea, mixture in which rose, red and carmine shades with large white center predominates.....	\$6.50	\$2.50	\$0.65
Firefly. Auriculiflora coccinea.....	7.00	2.80	.70
Defiance. Brilliant scarlet, very true.....	9.00	3.60	.90
Italian Striped. Very fine strain.....	6.50	2.50	.65
Rose and Pink Shades	6.50	2.50	.65
Purple and Blue Shades	6.00	2.40	.60
Lutea. Yellow, very fine.....	7.00	2.80	.70
White. Extra choice.....	6.50	2.50	.65
Named varieties mixed, extra choice blended	6.50	2.50	.65
Splendid mixture, grown as mixture, selected strains	5.00	2.00	.50

ZINNIA—MAMMOTH

Tall Robusta. Grandiflora Plenissima.

We feel safe in believing that Johansen Zinnias will soon be recognized the country over as the highest standard of these beautiful flowers. The flowers have been developed to an immense size, perfectly doubled and absolutely true to name.

	Lb.	¼ Lb.	Oz.
White	\$5.00	\$2.00	\$0.50
Flesh	5.00	2.00	.50
Yellow	5.00	2.00	.50
Scarlet	5.00	2.00	.50
Crimson	5.00	2.00	.50
Special selected, Mammoth mixed			1.00
All varieties mixed	5.00	2.00	.50
Choice mixture, grown as mixture	4.00	1.60	.40
Elegans. Large flowering, double			
White	3.00	1.00	.30
Scarlet	3.00	1.00	.30
Buff-yellow	3.00	1.00	.30
Crimson	3.00	1.00	.30
Striped	3.00	1.00	.30
Curled and Crested. Very choice mixed.....	2.50	.75	.25
Dwarf. Very choice, double small flowers, fine mixture.....	3.00	1.00	.30
Gracilima Coccinea. Red Riding Hood, miniature, flowers double, bright scarlet.....	5.00	2.00	.50

SWEET PEAS
(Grandiflora Type)

	Lb.	¼ Lb.	Lb.
Dorothy Eckford. Large white blossoms.....	\$0.25		
Hon. Mrs. E. Kenyon. Cream or light yellow.....	.25		
Prima Donna. Soft pink.....	.25		
Blanche Ferry. Pink and white.....	.25		
King Edward VII. Especially fine, scarlet.....	.25		
Lady Grisel Hamilton. Lavender.....	.25		
Navy Blue. Deep blue.....	.25		
Othello. Beautiful maroon.....	.25		
Choice Mixture20		
E. J. Castle. Rich carmine.....	.35		
Choice Mixture50		

Unwin Type
Spencer Type


MAMMOTH VERBENA

Electrotype \$1.50



MAMMOTH VERBENA, PURE WHITE
Single plants reach the size of 3 to 4 feet in diameter

Electrotype \$1.50 ea.



MAMMOTH VERBENA, ROSE AND PINK SHADES
Single plants 3 to 4 feet in diameter

Electrotype \$1.50 ea.

JOHANSEN'S ZINNIAS

We have fortunately anticipated the tremendous present popularity of the Zinnias, and offer our California strains with absolute confidence in the complete satisfaction of the buyer.



GRANDIFLORA PLENISSIMA
VERY CHOICE DWARF

ZINNIAS

Electrotype \$2.00 ea.

STRIATA OR STRIPED
CURLED AND CRESTED

VICTOR JOHANSEN SEED CO.

326-328-330 South Main Street
LOS ANGELES

GEO. RICE & SONS, PRINTERS, LOS ANGELES